

**What is claimed is:**

1. A method, comprising:  
receiving a telephone call having routing information from an originating party;  
5 routing the telephone call to a terminating party based on the routing information;  
determining an identity of the terminating party;  
determining targeted marketing material based on the identity of the terminating  
party; and  
providing the targeted marketing material to the originating party.  
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2. The method of claim 1, wherein the telephone call is a toll-free telephone call.
3. An apparatus, comprising:  
a processor; and  
15 a memory in communication with the processor, the memory for storing a  
plurality of processing instructions directing the processor to:  
receive a telephone call having routing information from an originating  
party;  
route the telephone call to a terminating party based on the routing  
20 information;  
determine an identity of the terminating party;  
determine targeted marketing material based on the identity of the  
terminating party; and  
provide the targeted marketing material to the originating party.  
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